Leading the Experience in the Feature Bay

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Objective

With the launch of Reinvention, we'll introduce significant upgrades to our store infrastructure —our "hardware"—which will bring the experience of the new store design to every store. The Classic Store Upgrade provides an exciting foundation on which our employees build customer connections and experiences.

Use this document to help store leadership prepare for this new experience in Classic stores and to reinforce behaviors in New Store Design stores.

What's coming

Classic Store Upgrade will introduce a completely new set of visual elements to our Classic stores, each built with the customer experience in mind. These elements are designed to help bring Apple's ecosystem to life. Every store will now have powered counters at the Feature Bays and out-of-box products to demo. New iPhone case elements enable customers to touch and try on products before they buy. And redesigned shelving will elevate our accessory merchandising and unite the shopping experience across all store types.

Feature Bays will center around passions and products, many of which you are already familiar with. While the bays will evolve over time, we will begin with: Music, Photography, Gaming, Health, Home, and Collections. These align with the Avenue in NSD stores and Feature Bays will be refreshed throughout the year with seasonal expressions. The Experience Guide will provide teams an overview of each bay, currently featured products, and specifics on delivering accessory demos. Review the guide on RetailMe.

Every store will have up to six Feature Bays, depending on store size. Even though a store may not have all Feature Bays on display, they will have demo products from all categories available Backstage, to demo for customers—on demand.

Classic Store Upgrade

New elements, create a new space.

With the Classic Store Upgrade, new merchandising strategies allow us to highlight Apple's ecosystem. The new Feature Bays will become the canvas for our teams to create amazing, interactive, hands-on experiences like never before. We'll see more thematic alignment across New Store Design and Classic stores, and more Only at Apple accessories to bring the best of the best to our customers as only Apple can.

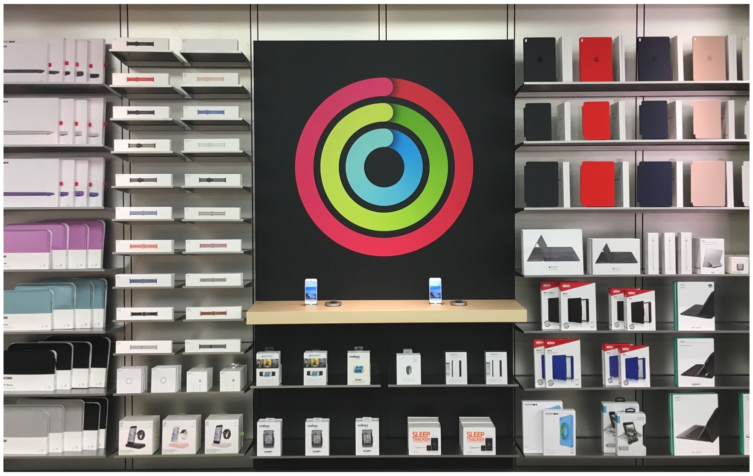
Below are a few highlights of the new elements installed during Reinvention.

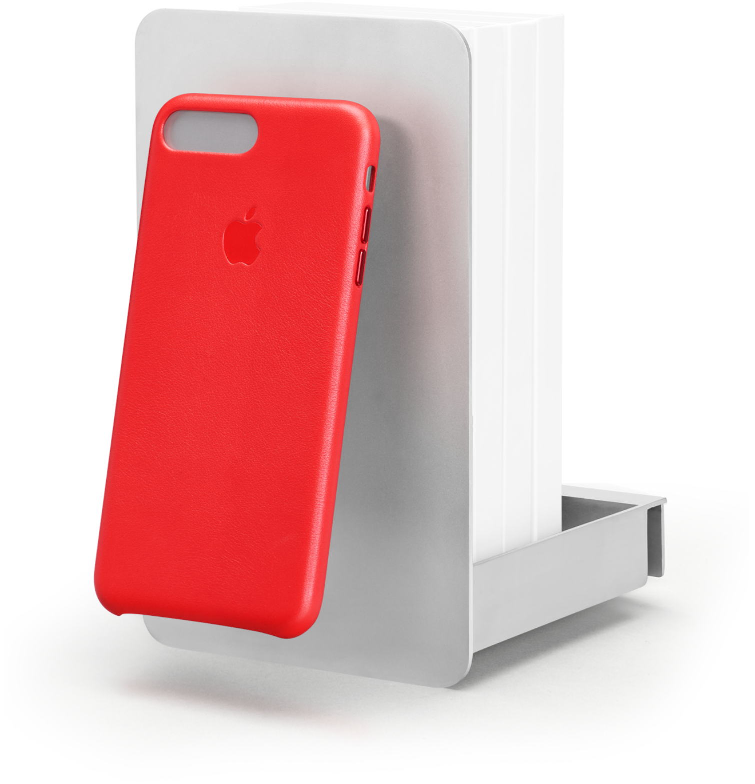
Feature Bay: Wood Counter

One of the most compelling elements of Reinvention will be the wood counter that will display out-of-box demo products. These fit into existing wall standards and will house batteries that power the demo experience.

Feature Bay: Graphic

Each Feature Bay will have a unique graphic that may change seasonally, in line with Apple's key moments and priorities. These help align our Retail merchandising strategy to broader Apple Marketing campaigns.





iPhone Case Bucks

The new iPhone buck and tray systems allow customers to touch product, even try it on their own devices, all before purchasing. They will replace our current peg merchandising, replicating the NSD Avenue experience.

Successful Behaviors

While Creative Pros serve as the ambassador of Apple's passions, products, and services, our entire Product Zone team should be able to bring the experience to life.

Anyone zoned to the Avenue should be able to:

- Engage customers around all Feature Bays and be able to demo relevant product(s) with a hands-on demo experience
- Be confident presenting hero products, accessories, and services together as a complete solution
- Know how and when to include a Creative Pro in a customer conversation
- Move easily between Product Zone and Avenues
- Help customers explore and purchase products through Apple Store app and apple.com

Creative Pros should be able to:

- Promote and model the benefits of Apple's ecosystem to customers, our internal team, and the community at large
- Foster a learning environment for our customers at the Feature Bay by connecting their interests to the Apple ecosystem
- Help everyone understand the possibilities created by Apple technology
- Have an in-depth conversations about their specific passion area

Feature Bay Experience Roadmap

Use the below roadmap to help prepare your store.

1 Develop Strategy
Understand the vision and purpose, and review all materials with leaders
Treat this like a launch, build a short- and long-term plan
Assign a leader to champion the change management strategy
Develop a launch and post-launch communication plan (Daily Download topics, etc.)

2 Resource Planning
Thoroughly review resourcing for the overnight, morning after, and post-launch week
Assign leaders for an hour per week to observe the Feature Bays and traffic patterns
Review the *Creative Pro Guidance* document on RetailMe
Balance staffing for Today at Apple programming and Avenue coverage

3 Connect with Creative Pros
Touch base with Creative Pros, discuss their role in the Feature Bay experience
Consider creating advocate teams with the Creative Pros to staff Feature Bays
Discuss how to coach and prepare teams on completing the solution (Hero products + Accessories + Services)

4 Engage the Store Team
Communicate with the store team on the ideal Feature Bay experience
Discuss the scale of the change and the role of all employees
Identify team members passionate about each topic and review the Experience Guides
Validate all employees are knowledgeable about the Feature Bay topics and demos
Practice with team members around how to inspire with personal experiences and stories

GO LIVE

5 Lead the first week
On the day of launch, use the Daily Download to set the vision and purpose
Use multiple days of Downloads to cover different aspects of the hardware, content, and people changes
Plan and tweak resourcing, seek feedback from the whole store team

6 Continue Focus
Communicate regularly with the team and share successes, use NPS and TMS
Connect with your peers and share best practices
Leverage Creative Pros to support store knowledge and inspire best practices
Continue monitoring for new behaviors

7 Monitor progress
Review product sales and accessory attach results
Sign-up rate for Today at Apple programming
NPS:
    Attributes: Feature shown, Learned something new, Engaged on a service
    Themes and comments about the demo experience
LOTF: Look for desired behaviors; demos delivered, conversations happening in the Feature Bays, Creative Pros mentoring others on how and what to demo